TECHNOLOGY ACCELERATION

Technology-Driven Market Intelligence

TDMI is a market research process designed specifically for technology-based assets.

TDMI helps you understand:

- whether investing resources in a product idea or market diversification opportunity is worthwhile
- which markets and applications are most promising
- what steps to take to exploit market opportunities

TDMI explores your idea, product, or capability, and determines:

- strengths and weaknesses
- potential applications
- trends and drivers that define the opportunity
- potential partners and customers, and potential competitors
- value and size of potential markets
- potential risks

When should I consider TDMI?

<table>
<thead>
<tr>
<th>Market</th>
<th>Existing</th>
<th>New</th>
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</thead>
<tbody>
<tr>
<td>New</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Existing</td>
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“We have a great new product idea but we need technology to enable a critical feature.”

CORE VALUE TO YOUR BUSINESS:

- **Specific** - highly focused on your needs
- **Systemic** - proven process and methods
- **Comprehensive** - broad perspective and thorough

Conducted by experienced technical and business experts with broad market knowledge and access to experts in many industries and technical disciplines

CASE STUDY

Start-up with visible light disinfection technology

Impacts:
- Validated value proposition for a specific market segment through primary research
- Connected client to partners and customers
- Found opportunities resulting in $100k in new revenue within 1 year
- Client now expects this segment will deliver $7 million in annual revenue long-term

NEXT STEPS:

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